



City of Deltona

2345 Providence Blvd.
Deltona, FL 32725

Agenda

City Commission Workshop

Mayor John C. Masiarczyk Sr.
Vice Mayor Chris Nabicht
Commissioner Christopher Alcantara
Commissioner Anita Bradford
Commissioner Heidi Herzberg
Commissioner Gary Mitch Honaker
Commissioner Brian Soukup

Monday, April 10, 2017

5:30 PM

Deltona Commission Chambers

1. CALL TO ORDER:

2. ROLL CALL – CITY CLERK:

3. PLEDGE TO THE FLAG:

PUBLIC COMMENTS: – Citizen comments limited to items not on the agenda and comments on items listed on the agenda will take place after discussion of each item.

4. BUSINESS:

- A. [Community Center Pricing Structure - Chris O'Donnell, Events Manager, 386-878-8875](#)

[Strategic Goal: New Community Center](#)

Background:

This presentation is on the Fee Structure of the new Community Center and how it was formed from the research of local venues and the community. The usage and sales projections are determined around the budget projections and the debt service.

Attachments:

[Center Fee Structure PowerPoint](#)
[2017 Venue Fee Comparison Spreadsheet](#)
[Venue Comparison Info Sheet](#)

- B. [Presentation and Discussion Regarding FY 2017 / 2018 Budget - Robert Clinger, Finance Director \(386\) 878-8552.](#)

[Strategic Goal: Fiscal Issues - Maintain current fiscal stability, maximize alternative funding sources, and promote an effective system of checks and balances.](#)

Background:

Staff will provide a presentation of current budgetary issues including current year revenue and expenditure forecast.

Upon completion of the presentation, staff is requesting discussion to provide direction in preparing the upcoming FY 2017 / 2018 budget.

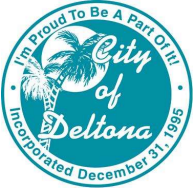
Attachments:

[Budget Workshop April 10 2017 v6](#)

5. CITY MANAGER COMMENTS:**6. ADJOURNMENT:**

NOTE: If any person decides to appeal any decision made by the City Commission with respect to any matter considered at this meeting or hearing, he/she will need a record of the proceedings, and for such purpose he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

Individuals with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk, Joyce Raftery 48 hours in advance of the meeting date and time at (386) 878-8500.



Agenda Memo

AGENDA ITEM: A.

TO: Mayor and Commission

AGENDA DATE: 4/10/2017

FROM: Jane K. Shang, City Manager

AGENDA ITEM: 4 - A

SUBJECT:

Community Center Pricing Structure - Chris O'Donnell, Events Manager, 386-878-8875

Strategic Goal: New Community Center

LOCATION:

City-Wide

BACKGROUND:

This presentation is on the Fee Structure of the new Community Center and how it was formed from the research of local venues and the community. The usage and sales projections are determined around the budget projections and the debt service.

COST:

N/A

SOURCE OF FUNDS:

User Fees

ORIGINATING DEPARTMENT:

City Manager's office

STAFF RECOMMENDATION PRESENTED BY:

Chris O'Donnell, Events Manager

POTENTIAL MOTION:

For Discussion Only

The Center at Deltona Proposed Pricing Structure 2017-2018

Presented by:

Mr. Chris O'Donnell

Events Manager, 386-878-8875



The Center at Deltona

- Opening December 2017
- 30,000 Square Foot Community Center
- 7500 Square Foot Ballroom with Stage
- Seats up to 500 in rounds of 8
- Seats up to 700 theater style
- Seats up to 400 with a dance floor
- Houses the new Council on Aging Senior Center

The Center at Deltona

■ Type of Events we look to hold:

- Sales Meetings
- School Banquets
- Weddings
- Bridal Showers
- Celebration of Life Lunches
- Dinner Shows with Live Entertainment on Friday Nights
- Sunday Brunches starting at once a month
- Conferences
- Proms
- Ceremonies
- Baby Showers
- Seminars
- Graduations
- Receptions
- Quinceañeras
- Holiday Parties

The Center at Deltona

- The Facility is made up of the following rooms:
 - The Full Ballroom
 - Ballroom A – $\frac{1}{4}$ of Ballroom
 - Ballroom B – $\frac{1}{4}$ of Ballroom
 - Ballroom C – $\frac{1}{2}$ of Ballroom with Stage
 - Meeting Room
 - Conference Room
 - Senior Center has two rooms we can use at night

The Center at Deltona

- Research of Venues that surround Deltona:
 - The Sanborn Center in Deland
 - Lake Mary Event Center in Lake Mary
 - Noah's Events in Lake Mary
 - Preservation Hall in Sanford
 - The local Country Clubs in Debary, Daytona Beach, Lake Mary
- Our research shows we are the largest facility amongst these venues and we find our pricing structure to be very competitive.

The Center at Deltona

- Fee Structure – (Minimum # of hours will apply)
 - The Conference Room will be \$35 per hour based on 3-4 hour minimums. The fee goes to \$50 per hour for two hour increments on Saturday mornings and afternoons.
 - The Meeting Room has a price structure that mostly covers the \$50 to \$60 per hour range. It goes up on Saturday to \$75 per hour during the day and \$125 per hour at night.
 - The Ballroom has a price of \$125 per hour M-F during the day and \$150 per hour on Sunday night. Thursday night will be \$175 per hour. Friday night will be \$500 per hour and Saturday Night will be \$600/hr.

The Center at Deltona

- Fee Structure – (Minimum # of hours will apply) (Cont.)
 - Ballrooms A, B, and C when split by a dividing wall will range from \$65 per hour up to \$85 per hour. Saturdays will be \$100 per hour. Minimums will apply.
 - The Ceremony site on our Event Lawn will hold weddings, concerts, lawn parties. The fee to use the site is \$750. This will include chairs, sound and a microphone.
 - For groups such as the Girl Scouts, Boy Scouts, and others we have the rooms in the Senior Center that we can rent for a nominal set-up fee.
 - We will be holding Funeral Lunches during the day and work with local Funeral Homes.
 - We will promote Friday Night Dinner Shows with Live Entertainment.

The Center at Deltona

■ Usage/Capacity Projections:

■ Sunday:	Grand Ballroom	35%
	Meeting Room	40%
	Conference Room	5%
■ Monday – Thursday:		
	Grand Ballroom	35%
	Meeting Room	35%
	Conference Room	10%

The Center at Deltona

■ Usage Projections:

■ Friday

■ Grand Ballroom	60% (Higher due to Dinner Shows)
■ Meeting Room	40%
■ Conference Room	10%

■ Saturday

■ Grand Ballroom	60% (Big Wedding Night)
■ Meeting Room	40% (Birthday Parties)
■ Conference Room	5%

The Center at Deltona

■ Projected Sales Income

■ Sunday Sales Projections	\$74,000.00
■ Monday – Thursday Sales	\$232,000.00
■ Friday Sales	\$287,200.00
■ Saturday Sales	<u>\$377,500.00</u>
■ Total Projected Income	<u>\$970,700.00</u>

The Center at Deltona

■ Projected Estimated Expenses

■ Bond Debt Service	\$405,000.00
■ Staffing	\$261,000.00
■ Office & Administrative Expense	\$ 70,400.00
■ Utilities and Maintenance	\$168,800.00
■ Marketing	\$ 40,000.00
■ Contingency Reserve	<u>\$ 25,500.00</u>
■ Total Estimated Expenses	<u>\$970,700.00</u>

The Center at Deltona

■ Projected Income/Expenses:

■ Projected Estimated Income	\$970,700.00
■ Projected Estimated Expense	<u>\$970,700.00</u>
■ Total P/L	<u>Cost Neutral</u>

- Based on my 17 years of experience in this field, these numbers are a conservative estimate of what we can sell at the facility and the amount of events we will hold in the first year of business. Sales and expenses may vary depending on many other variables that could happen throughout the year. Our first year goal is to breakeven. It is possible that this goal will be exceeded.

The Center at Deltona

Thank You For listening and
your input into making this
facility Great!



THE CENTER AT DELTONA

— Opening December 2017 —

Bridal Showers • Rehearsal Dinners
Ceremonies • Receptions • Brunch

Picture yourself getting married out back on our event lawn and then having cocktails afterwards on our Veranda. Then going straight inside to hold your party of a life-time. We are teamed up with outstanding caterers and we hold a liquor license for the venue.

Receptions up to 400 people
Portable Dance Floor • Stage for a DJ or Band
Bride's Private Room • Groom's Private Room



High resolution images must be submitted for reproduction.

Stock photo for representational purposes only.



Call Chris O'Donnell, Events Manager
at 386-878-8875.

THE CENTER AT DELTONA
Conveniently located off of I-4 in the Lowland Crossings
at 1640 Dr. Martin Luther King Blvd.,
Deltona, Florida 32725.

**Venue Comparison of Local Competition
2017**

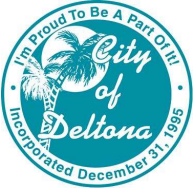
Venue	Location	# of People	Mon-Thurs	Friday	Saturday	Sunday	Meeting
The Center at Deltona	Deltona,FL	500/775/ 400 w/DF	\$125-\$175/hr	\$312.50/hr	\$375/hr	\$150/hr	\$50-\$75
Sanborn Center	Deland,FL	350/750	\$250/hr	\$275/hr	\$275/hr	\$275/hr	\$50-\$60
Main Competition							
Lake Mary Event's Center	Lake Mary,FL	240	\$92-\$156/hr	\$312.50/hr	\$437.50/hr	\$312.50/hr	\$50/hr
Main Competition							
Stetson Mansion	Deland,FL	125	\$250/hr	\$250/hr	\$362.50/hr	\$312.50.hr	
Wedding Venue							
Bridal Oaks	Deland,FL	150	Tours	Rehearsals	\$261-\$338/hr	\$246-\$276/hr	
Wedding Venue							
The Enchanting Barn	Osteen,FL	120	-----	\$312/hr	\$450/hr		
Wedding Barn							
DeBary Hall	Debary,FL	100	\$250-\$500	\$1,000	\$1,000	\$1,000	
Wedding Venue							
Preservation Hall	Sanford, FL	175	Unknown	\$437.50/hr	\$437.50/hr	\$437.50/hr	
New Center opening 2017							
Noah's Events	Lake Mary, FL	250	\$3564/building	\$5247/building	\$6930/building	\$5445/building	
Events Center							
Rachel D Murrah Civic Center	Winter Park, FL	140	\$160/hr	\$275/hr	\$275/hr	\$275/hr	\$65/hr
Events Center							
Casa Feliz	Winter Park, FL	120	Unknown	Unknown	\$2100/day		
Wedding Venue							
LPGA International	Daytona Beach	150		Range is \$4517 - \$9565 per 125			
Country Club							
DeBary Golf & Country Club	DeBary, FL	230		Range is \$2043	to \$5111		
Country Club							
Timacuan Golf & Country Club	Lake Mary, FL	250	\$3000/Min F&B	\$5000/Min F&B	\$10000/Min F&B	\$5000/Min F&B	
Country Club							
Our pricing includes a complete package for the client. Some venues do not include everything a client will need. Outside vendors will rent items that will increase the prices above.							

Venue Comparison –

- 1. Wayne G. Sanborn Activity Center – Located in Deland, Florida.** It is 11 miles from Deltona. This is our #1 competition due to facility size of 5640 S.F. in the Ballroom. The Sanborn Center will hold 350 seated at tables of 10 and 750 in a theater arrangement. They have 3 meeting rooms that hold 50 each or can be split to hold 150 or 90 with a dance floor. The Sanborn Center hosted their own Wedding Show and had close to 300 local brides recently.
- 2. Lake Mary Event's Center – Located in Lake Mary, Florida.** It is 16 miles from Deltona. This is our other major competition. This Center has a Ballroom of 3750 S.F. Lake Mary can hold 240 people seated or 300 in a theater setting. It has a meeting room that holds 40 people.
- 3. Stetson Mansion – Located in Deland, Florida.** They have 6 outdoor locations where you can put up a tent to accommodate 125 people. They charge \$2900 on Saturday plus the tent costs up to \$2400 plus chairs and tables. Luxury Estate is what you get for a great deal of cost. You can provide your own liquor.
- 4. Bridal Oaks – Located in Deland.** This is a new wedding venue barn that is 3600 S.F. and capable of seating 150. Outdoor ceremony site.
- 5. The Enchanting Barn – Located in Osteen, Florida.** This is a new wedding venue that opened last Fall. They have outside ceremonies under a Huge Oak Tree and the reception inside an old barn. This venue can hold up to 120 people. Looking at their calendar, they are booked for over 8 months.
- 6. DeBary Hall – Located in DeBary, Florida.** This is an Historic hunting estate on the St. John's River. It was built in 1871 and

covers 10 acres and includes an 8000 s. f. hunting lodge. The stable holds 100 people and is used for special events.

- 7. Preservation Hall – Located in Sanford, Florida. This is a 10,000 S.F. venue with a 3000 S.F. Ballroom. It can hold up to 175 people. This venue is an historic Grammar School re-done. It will open in September 2017.**
- 8. Noah's Event Center – Located in Lake Mary, Florida. This is an Event venue that can handle up to 250 people. They like to change out their lighting décor to fit your style.**
- 9. Rachel D. Murrah Civic Center – Located in Winter Park, Florida. This sits on a beautiful lakefront grounds. The facility is 5800 S.F. and holds up to 200 people in the entire building and 140 in the Ballroom.**
- 10. Casa Feliz – Located in Winter Park, Florida. This is an historic home called the Barbour Estate. The courtyard is a great place for ceremonies and larger events use the front lawn with the backdrop of the historic estate behind them. The venue holds up to 120 people.**
- 11. LPGA International – Located in Daytona Beach, Florida. Home to a major LPGA golf tournament, this private club hosts weddings for up to 150 guests.**
- 12. DeBary Golf & Country Club – Located in DeBary, Florida. This is a ClubCorp facility that hosts up to 230 people. They have a couple of ceremony sites and a nice clubhouse.**
- 13. Timacuan Golf & Country Club – Located in Lake Mary, Florida. This facility can hold up to 250 people. Their fees are based on minimums of Food & Beverage purchased. On Saturday night they have a minimum of \$10,000.00 for food and beverages.**



Agenda Memo

AGENDA ITEM: B.

TO: Mayor and Commission

AGENDA DATE: 4/10/2017

FROM: Jane K. Shang, City Manager

AGENDA ITEM: 4 - B

SUBJECT:

Presentation and Discussion Regarding FY 2017 / 2018 Budget - Robert Clinger, Finance Director (386) 878-8552.

Strategic Goal: Fiscal Issues - Maintain current fiscal stability, maximize alternative funding sources, and promote an effective system of checks and balances.

LOCATION:

City-wide

BACKGROUND:

Staff will provide a presentation of current budgetary issues including current year revenue and expenditure forecast.

Upon completion of the presentation, staff is requesting discussion to provide direction in preparing the upcoming FY 2017 / 2018 budget.

COST:

N/A

SOURCE OF FUNDS:

N/A

ORIGINATING DEPARTMENT:

City Manager

STAFF RECOMMENDATION PRESENTED BY:

N/A - For discussion and direction to staff as necessary.

POTENTIAL MOTION:

N/A - For discussion and direction to staff as necessary.

FY 2017/2018 Budget Workshop

Funding Priorities In Changing Times

CITY OF DELTONA

April 10, 2017

CURRENT YEAR PROJECTED RESULTS

FY 2016/2017 Projected Results

- General Fund Operating Expenditures tracking under budget
- General Fund Operating **Revenues** also tracking **under budget** - for the first time in Deltona's history
- Y/E net projection is a \$1,426,000 surplus:

Breakdown:

Personal Services Costs	\$	489,000
Health Insurance		612,000*
Community Center		425,000*
Other Operating Expenses		100,000
Operating Revenues		<u>(200,000)</u>
Total	\$	<u>1,426,000</u>

*These are one-time savings not expected to recur.

Priorities for FY 2016-17 Surplus

(Re-allocation of Projected Surplus)

➤ Park Improvements:

➤ Security Cameras \$ TBD

➤ Campbell Park Improvements \$ 50,000

➤ Thornby Park Improvements &
Rehab of Existing Senior Center \$400,000

➤ Emergency Operations Center \$ 10,000

➤ Saxon Sewer Line (commercial corridor and in CRA) \$ TBD

The Good News

- Preliminary estimates indicate Deltona taxable property values have increased **nearly 10%** over the prior year.

BUT...

- This is an aggregate amount
- Doesn't apply to homeowners with homestead exemption
- Doesn't apply to low-income seniors

ALSO...



CAVEATS

- Housing prices increasing
- Population growth slowing
- Residential construction capacity declining

Deltona cannot rely upon affordable housing to drive future revenue growth.

AND...



MORE CAVEATS

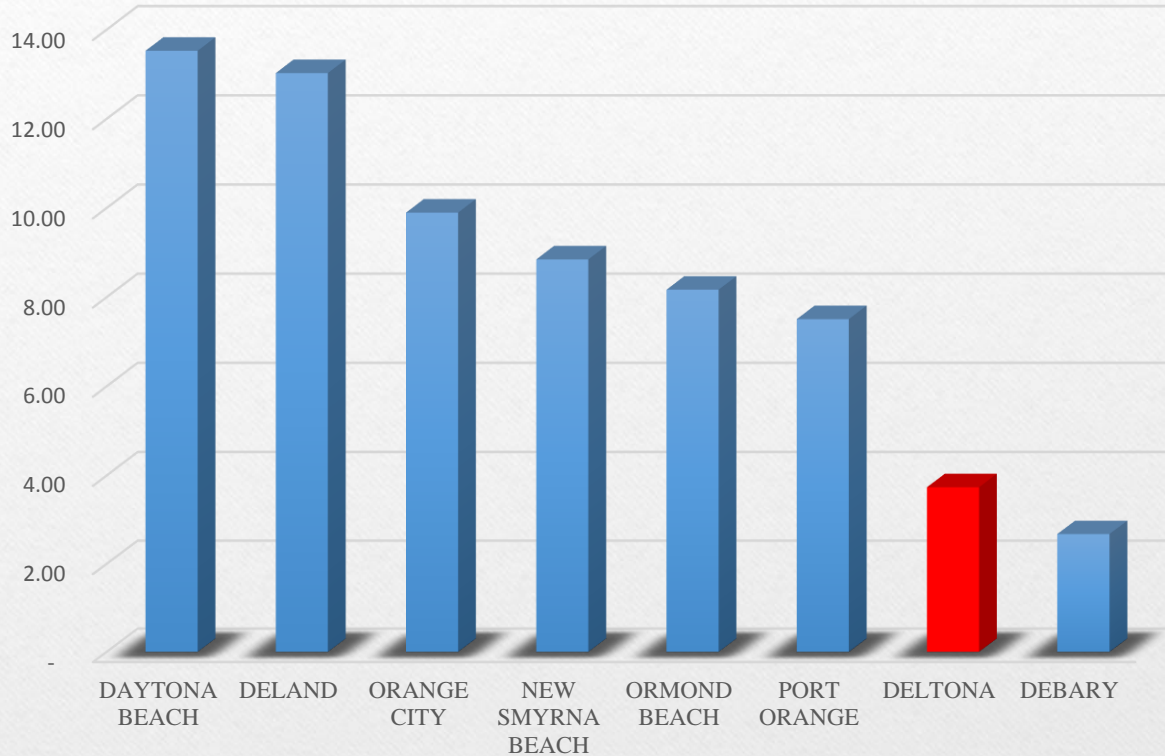
- No other significant revenue sources are available that are within the Commission's control.
- Very lean staffing – ability to provide adequate service is at or near capacity
- Interest rates & cost of living increasing
- Replacement of retiring work force will drive up competition for new talent
- Minimal capacity to issue new debt
- **SJR 1774, if passed, would cost approx. \$1.352 per year!
That's more than \$13 million every ten years!**

CITY SPENDING

(How do we compare to our neighbors?)

Deltona staffing – Lean and Mean!

CITY EMPLOYEES PER 1,000 RESIDENTS

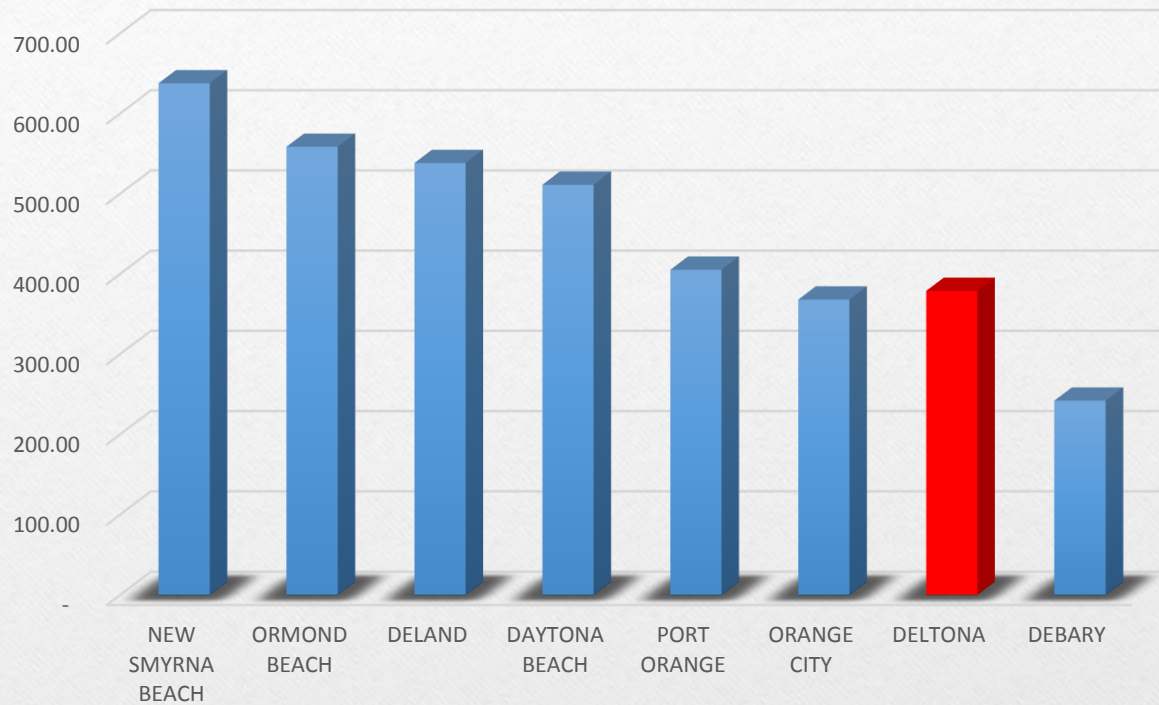


Population Source: U.S. Census Bureau

Staffing Numbers Source: FY 16/17 Budgets for each city

Average City taxes per household – how we compare

AVERAGE CITY PROPERTY TAXES PER HOUSEHOLD - 2016



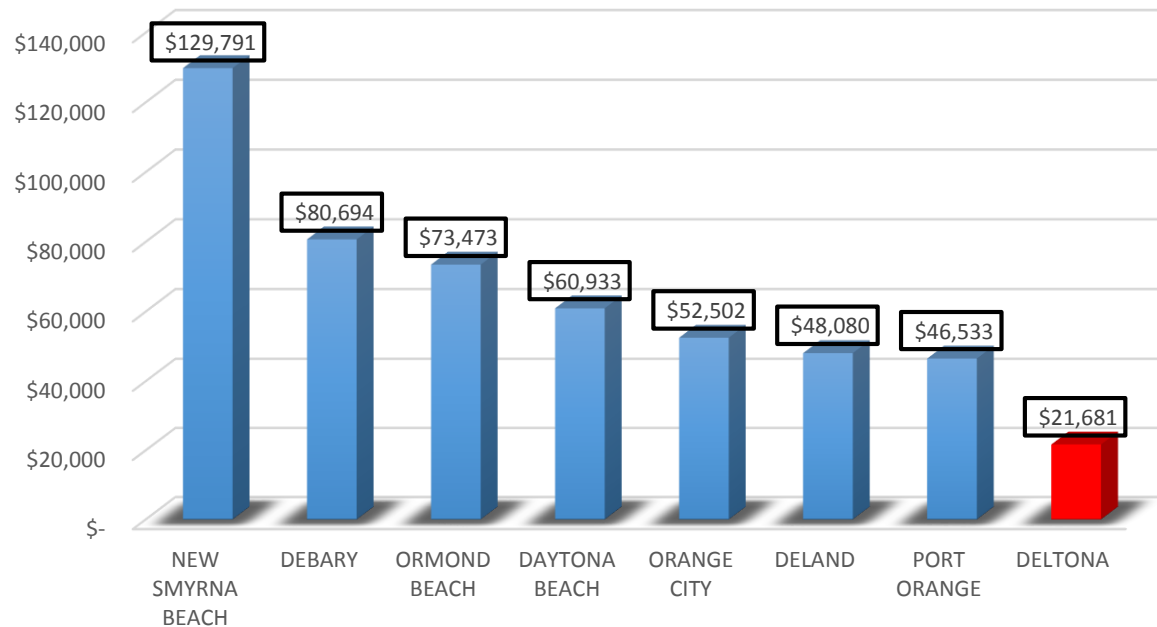
Source: Volusia County Property Appraiser

Deltona homeowners pay the second-lowest amount of City property taxes among our neighboring communities!

Millage Isn't Everything....

Millage Is Only **ONE PART** of the Property Tax Equation....

PER CAPITA TAXABLE VALUE - 2016



Source: Volusia County Property Appraiser

Deltona has the **least amount of taxable value per resident**, and has for many years.

HIGHER MILLAGE ≠ HIGHER TAXES!

OVERALL BUDGET APPROACH

- Unfunded community needs: Identify, quantify, and prioritize.
- Identify revenue sources: Reserves, debt, grants, and annual recurring revenues.
- Balance/match available revenues with unfunded projects and with overall tax policy (philosophy).

Where Do We Go from Here?



A Critical Decision:

Spend

OR

?

Invest



Spend?

➤ Reduce millage

Easy to do (simple majority)...

But problematic to undo (SUPER majority?)

Once it's gone, it could be gone... forever.

If we want to invest in the future...

Improve Deltona's quality of life...

"Make it Happen"...

The lowest millage we can sustain is 7.85.



Invest

- Add service capacity
- Improve quality of service to residents
- Effectively compete for talent



Invest

- Maintain healthy reserves so we can
 - Match Grants
 - Attract New Businesses
 - Make Deltona a Community of Choice
 - Be Prepared for a “Rainy Day”



COMPETING PROJECTS (2016):

- City Center Land Purchase – on hold
- Stadium/Sports facility – not recommended
- ✓ Relocation of Public Works – In Progress
- Saxon Blvd. Sewer (\$1.6m)
- ✓ Grant matches – Increased by \$500K
- ✓ CRA - Complete
- Rehab of existing Senior Center
- Thornby Park
- Veteran's Park museum storage – in design
- ✓ Certain economic incentives – Policy discussed (\$920K available)
- Concrete Plant
- Deltona Plaza
- Storage facility
- ✓ EVAC/Medical Transport – Agreement Executed
- Deltona North/Stone Island

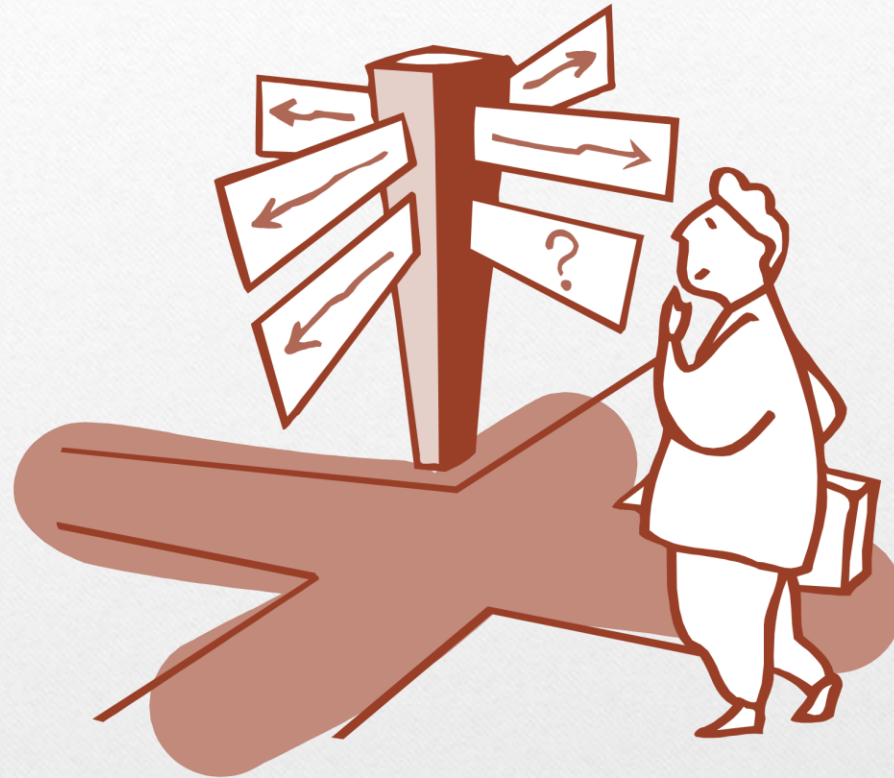
SUGGESTED PROJECTS (2017-18):

Investing in Deltona's Future

- City Center Land Purchase
- Saxon Blvd. Sewer (\$1.6m)
- Rehab of existing Senior Center
- Thornby Park
- Concrete Plant
- Deltona Plaza
- Storage Facility
- Deltona North/Stone Island
- Gym
- Irrigation Meters
- Parks CIP



Questions? Comments?



Thank you for your input!